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EXPEDITED PROCEDURE REQUESTED UNDER 37 CFR § 1.116

Serial No.: 09/282,764

IN THE CLAIMS:

Please amend claims 6, 7, 10, 12, 15, 16, 19, 21, 24, and 25 to the following:

6. (Three Times Amended) A method executed in a computer system for targeting advertisements comprising:

defining at least one category as containing documents that may be retrieved;

associating at least one supercategory with multiple categories by mapping the multiple categories to the at least one supercategory;

associating an advertisement with at least one of said supercategories;

determining at least one term associated with a user search query;

determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory; and

displaying an advertisement associated with said first supercategory.

7. (Amended) The method of claim 6, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and the method further including:

ranking said more than one supercategory to determine said first supercategory.

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f₃ 5 10. (Twice Amended) The method of Claim 6, further including:
ranking said documents in accordance with terms occurring in said user
search query and terms occurring in said multiple categories of the first
supercategory.

f₄ 7 12. (Amended) The method of Claim 6, wherein said determining a
first of said at least one supercategory in accordance with said user search query
includes:
determining a geographic area that is a search term included in said user
search query.

f₅ 15. (Three Times Amended) A computer program product for displaying
advertisements comprising:
machine executable code for determining at least one category as
containing documents that may be retrieved;
machine executable code for associating at least one supercategory with
multiple categories by mapping the multiple categories to the at least one
supercategory;
machine executable code for associating an advertisement with at least
one of said supercategories;
machine executable code for determining at least one term associated
with a user search query;

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machine executable code for determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory; and

machine executable code for displaying an advertisement associated with said first supercategory.

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16. (Amended) The computer program product of Claim 15, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and the computer program product further includes:

machine executable code for ranking said more than one supercategory to determine said first supercategory.

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19. (Twice Amended) The computer program product of Claim 15, further including:

machine executable code for ranking said documents in accordance with terms occurring in said user search query and terms occurring in said multiple categories of the first supercategory.

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21. (Twice Amended) The computer program product of Claim 15, wherein said machine executable code for determining a first of said at least one supercategory in accordance with said user search query includes:

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machine executable code for determining a geographic area that is a search term included in said user search query.

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24. (Four Times Amended) An apparatus for displaying advertisements comprising:

means for defining at least one category as containing documents that may be retrieved;

means for associating at least one supercategory with multiple categories, by mapping the categories to the at least one supercategory;

means for associating an advertisement with at least one of said supercategories;

means for determining at least one term associated with a user search query;

means for determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory; and

means for displaying an advertisement associated with said first supercategory.

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25. (Amended) The ^{computer program product 19} ~~computer program product~~ of Claim 24, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and said apparatus further includes:

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